

**“Those who fail to plan,  
plan to fail.”**



### **Key Elements of a Strategic Plan:**

#### **1. Assessment**

- Internal  
Strengths and Weaknesses
- External  
Opportunities & Threats

#### **2. Mission / Values/ Vision**

#### **3. Goals**

- Objectives
- Strategies
- Action Plan
- Performance Measures

*Note: These terms are defined in the DOF Strategic Planning Guidelines.*

[www.dof.ca.gov:8080/fisa/osae/spguide.pdf](http://www.dof.ca.gov:8080/fisa/osae/spguide.pdf)

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**Introducing...  
A Valuable Resource...**

### **Known For Our:**

- **Quarterly Workshops**
- **Network of Experts**
- **Hands on Experience**



## Vision

The State Strategic Planners Group will lead, facilitate and substantiate results of statewide strategic planning.



## Mission

The State Strategic Planners Group (SSPG) is dedicated to the promotion and effective implementation of strategic planning statewide. SSPG pursues educational, promotional and information sharing efforts which will result in better planning and continuously improved products and services to the citizens of California.

## Goals

1. The State Strategic Planners Group (SSPG) will continually improve its educational approach to promoting the benefits of strategic planning statewide. SSPG will become a resource of planning experts, information sharing and learning forums.
2. The SSPG will be a credible organization that brings value to strategic planning statewide.
3. The SSPG will identify and increase the awareness of measuring results of strategic planning.



## Who We Are:

The SSPG is a group of individuals from a variety of state departments and agencies who plan and coordinate activities in support of strategic planning within State government.

In 1992, planners at the Department of Motor Vehicles began holding small meetings for those in State government to exchange ideas and learn about strategic planning. Interest in these meetings grew and this led to the emergence of SSPG.

### SSPG is Planning Activities With You in Mind

We will continue coordinating workshops where you can:

- Learn the latest strategic planning applications used in both the public and private sectors.
- Network with fellow strategic planners.
- Access resource libraries, links and more.
- Make sure that we have you on our mailing list and come join us at any of the activities you see advertised.